

CORONA / SOUTH TEMPE

CHARACTER AREA 8





# CHARACTER AREAS

WELCOME +  
INTRODUCTION

## PLANNING TIERS



### TIER I – CITYWIDE / MASTER PLANS

- **General Plan 2040** provides a broad citywide guiding principles for the development of Tempe
- Overarching vision
- Community form / built environment
- Overall framework [economic, transportation, etc.]



### TIER II – CHARACTER AREA / STRATEGIC PLANS

- **Character Areas** outlined in *GP2040 - Community Design Element*
- Vision and role of each of **Character Area** [8]
- Provides a descriptive guide for specific areas
- Focuses on existing assets, needs assessment and implementation



### TIER III – NEIGHBORHOOD / DISTRICT PLANS / SPECIFIC PLANS

- Detailed, site-specific level of planning
- Smaller geographic area [Apache Boulevard, NW Tempe Neighborhoods]
- Action-focused [opportunities, problem solving, specific treatments]
- *Urban Open Space Plan / Streetscape Guidelines / Historic District Design Guidelines*



# WHAT ARE CHARACTER AREAS

Character Areas are areas of the community that have achieved **distinctive**, recognizable, character that is different from neighboring areas. These differences may be the result of:

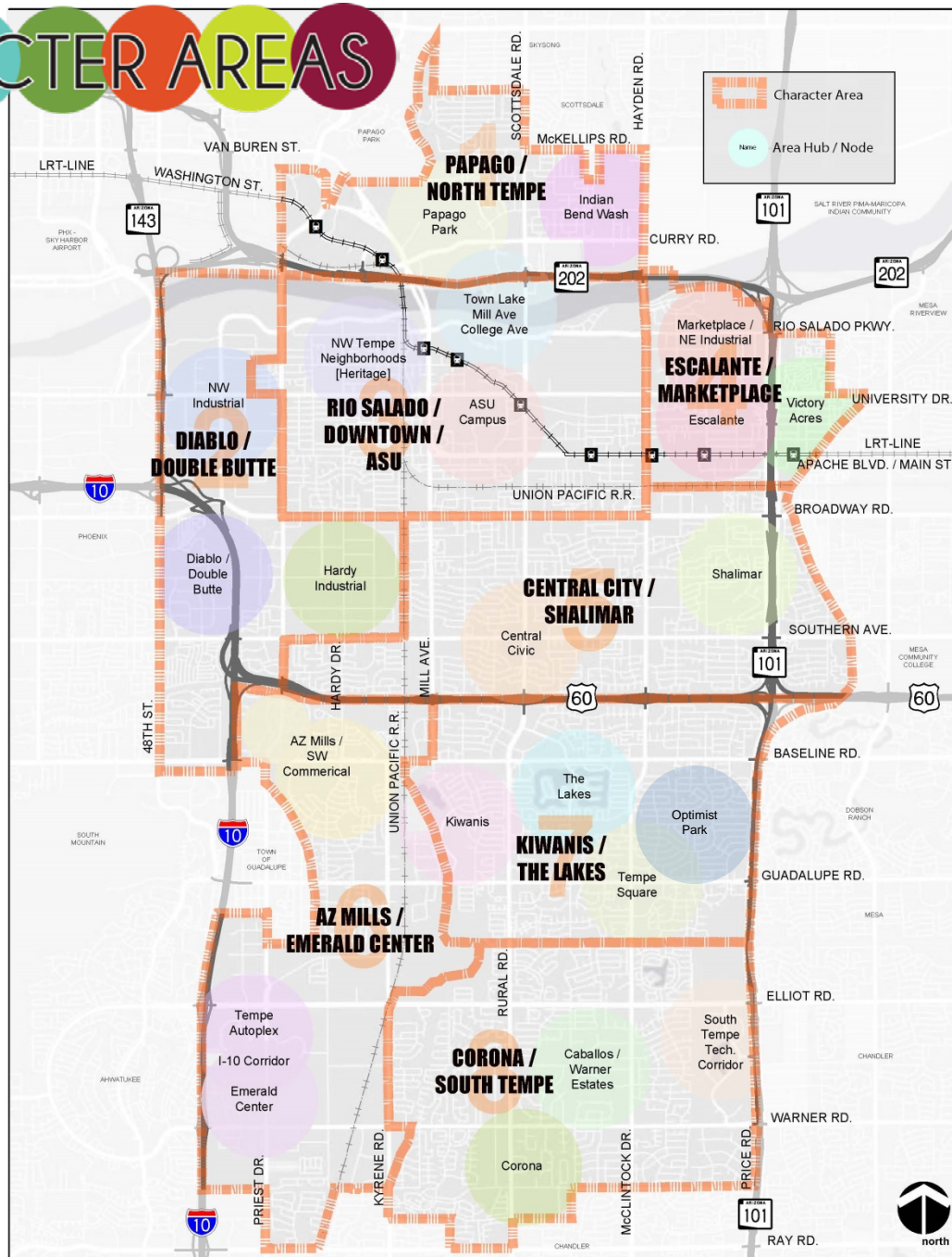
- **TOPOGRAPHY** PAPAGO BUTTES DOUBLE BUTTE HAYDEN BUTTE
- **AGE + STYLE OF HOUSING** HISTORIC DISTRICTS LOFTS STUDENT HOUSING SENIOR HOUSING POST-WAR
- **BUILT ENVIRONMENT** BUILDINGS STRUCTURES INFRASTRUCTURE ROADS BRIDGES UTILITIES
- **RETAIL, RESTAURANT, RECREATIONAL EXPERIENCES** CHANGING HANDS BOOKSTORE OREGANO'S MARKETPLACE
- **LAND USE PATTERNS** INDUSTRIAL PARKS RESEARCH PARKS STRIP MALLS
- **LANDSCAPE TREATMENTS** ARID DESERT LAKE DEVELOPMENTS GRASSY KNOLLS MEDIANS
- **STREET / TRANSPORTATION PATTERNS** LIGHT RAIL / STATION AREAS BIKE LANES BUS STOPS / SHELTERS
- **OPEN SPACES** REGIONAL PARKS NEIGHBORHOOD PARKS CORPORATE PARKS TRAILS CANALS
- **STREETSCAPES** STREET TREES SHADE MEDIANS NEWSRACKS SIDEWALK FURNITURE



## WHY ARE WE DOING THIS

- **Distinguishing** the Tempe Community
- Guidance for **Design Review Commission**
- **Road Map** for Character Area
- Opportunity for residents, workers, students + businesses to **define / preserve / enhance / celebrate** their qualities

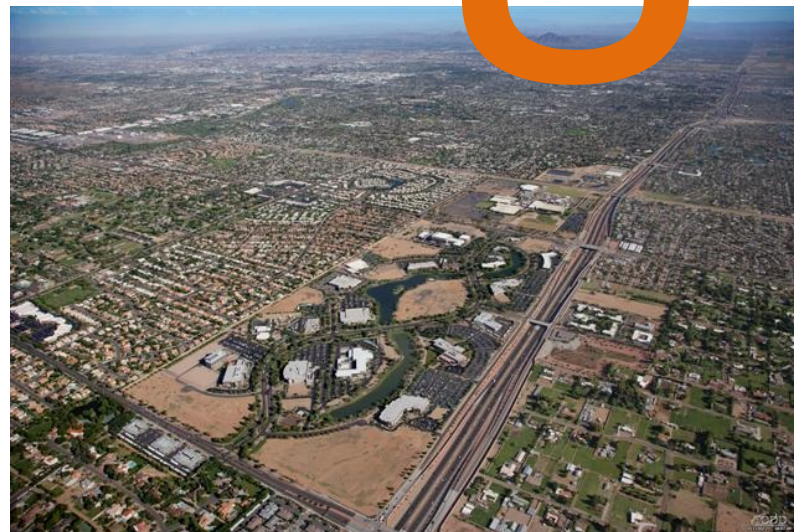
# CHARACTER AREAS





# CORONA / SOUTH TEMPE

8



ASU RESEARCH PARK ▪ CORONA ▪ 101 TECH CENTER  
WARNER RANCH ▪ CIRCLE G RANCHES ▪ GRAYSTONE ▪ ALTA MIRA ▪ ESTATE LA COLINA



## AREAS OF RESEARCH

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\* INCLUDES PUBLIC OUTREACH ACTIVITY / EVENT

## PLANNING PROCESS **TIMELINE**



Corona / South Tempe  
**VISION + CHARACTER ANALYSIS**

**Thursday, 5 June 2014**

6:30PM  
AZ Community Church  
9325 S. Rural Road  
immediately north of  
Corona del Sol High School

Corona / South Tempe  
**STRATEGIES + PRIORITIES**

**Monday, 25 August 2014**

6:30PM  
AZ Community Church

Corona / South Tempe  
**DRAFT PLAN REVIEW + FEEDBACK**

**Monday, 20 October 2014**

6:30PM  
AZ Community Church

Corona / South Tempe  
**CHARACTER PLAN RELEASE**

t.b.d.  
December 2014

# WORKSHOP ACTIVITY

15-MINS. EACH STATION



1. **REVIEW** CATEGORY THEMES + CONTENT
2. **ROUND-THE-TABLE** ITEMS TO CONSIDER
3. **POST-IT® NOTES** ADD TO LIST OF AMENITIES + GAPS
4. **GROUP** RELATED IDEAS TOGETHER

## FACILITATORS :

- KEEP THE CONVERSATION GOING
- ENSURE EVERYONE'S IDEAS ARE RECORDED
- SYNTHESIZE + SUMMARIZE WORKGROUP COMMENTS @ END OF MEETING





## SHARING WORKSHOP ACTIVITY RESULTS

- HIGHLIGHTS OF **AMENITIES** WORKGROUP A, B, C
- HIGHLIGHTS OF **GAPS** WORKGROUP A, B, C

## WRAP-UP

- UPCOMING MEETINGS
- WORKSHOP INFO / SUMMARY WILL BE POSTED ONLINE  
[tempe.gov/characterareas](https://tempe.gov/characterareas)





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